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ABSTRACT

In order to champion law-related education, this volume argues that administrators of law-related education (LRE) programs should make public relations an integral part of program planning. An introductory section defines public relations and offers basic advice for developing goals and strategies. The guide advises program directors to train their staffs for public relations and to involve their advisory board, affiliated organizations, and a public relations firm that does pro bono work. A section on the media explains how to develop a media contact list including contact persons, deadlines, and policies for editorial comments. It is important to establish good working relationships with reporters and not to favor one newspaper, radio station, or television station over another. The guide outlines steps that may make LRE newsworthy such as holding competitions, giving awards, and relating events to controversial issues. To foster media coverage, the document presents model news releases and explanations of why certain releases are more effective than others. The guide closes with advice for maintaining a photograph album of all LRE events that can provide materials for newspapers and in-house publications. (JD)

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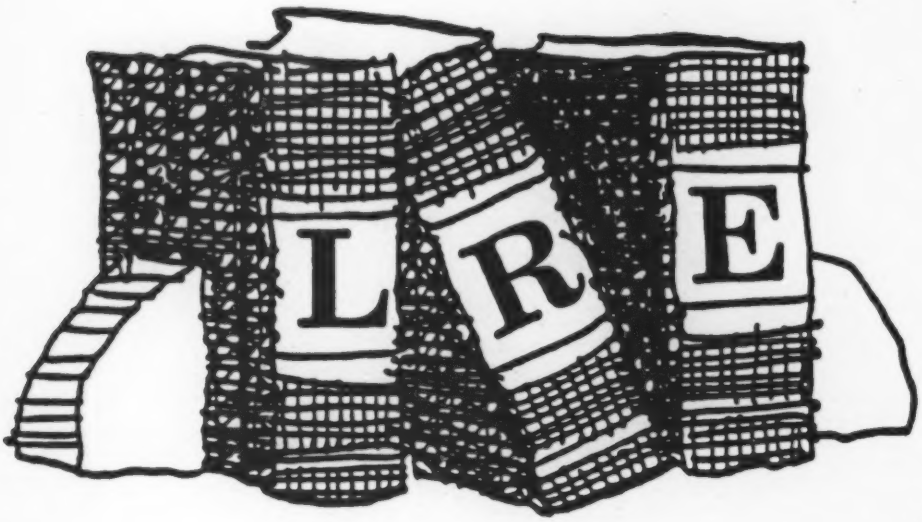

PUBLIC RELATIONS MANUAL

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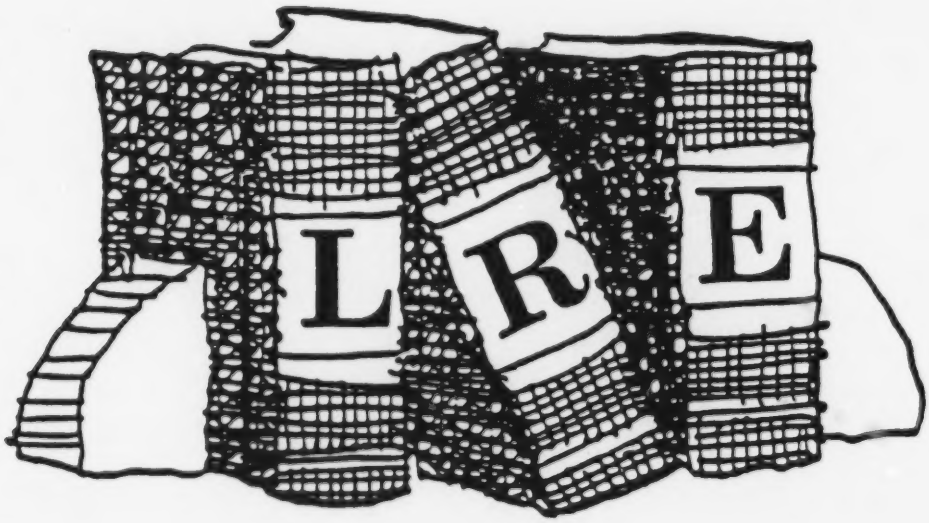

PUBLIC RELATIONS MANUAL

Written by Aggie Alvez, NICEL

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ACKNOWLEDGMENTS

Law-related education is a success story waiting to be told. To the general public LRE is still unknown, despite the millions of young people who have benefitted from it over the years. This Public Relations Manual has been developed to bridge that gap and to bring law-related education to center stage, where it belongs.

This manual is a collaborative effort of the five National Training and Dissemination Program grantees:

American Bar Association
Special Committee on Youth Education for Citizenship
(ABA/YEFC)

Center for Civic Education/Law in a Free Society Project
(CCE/LFS)

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OVERVIEW

1. Think public relations and educate your staff.
2. Make a VIP list of individuals who are important to your program.
3. Integrate them in your program.
4. Develop a media strategy and a one-year plan to implement it.
5. Develop and maintain good relations with the media.
6. Look for PR opportunities: talk shows, letters to the editor, special events, etc.
7. Be prepared when talking with the media.
8. Publish written materials: newsletter, annual report, brochures, etc.
9. Create and update a "PR resume" (listing of media coverage of your program), and archives (press clippings, photographs, audio and video tapes, etc.).
10. Evaluate your public relations efforts each year.

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INTRODUCTION

"Law-related education is the best kept secret in the country." For those of us who work in the LRE field, this comment is a stinging rebuke. How can something that helps so many students, that is praised by so many educators, judges, attorneys, and political leaders, be such a secret? For those segments of the public that are not DIRECTLY involved in it, LRE is still a secret. The simple truth is that despite its admirable goals, LRE will not and does not "sell itself."

LRE is one of thousands of programs in the marketplace clamoring for attention from the public. Recognition occurs only if the public is made aware of LRE's existence and importance. Whether it's in the form of financial support from your funding sources, political support from key legislators, or administrative support from your school board, getting out the good word on LRE can provide direct and significant benefits.

Public relations is an effective vehicle for legitimizing LRE and reaching those constituencies. By making public relations an integral part of your program planning, you can champion LRE's value, solidify its reputation, and foster a more conducive environment for making LRE a permanent part of school programs.

As LRE advocates, you "do PR" whenever you tell someone about the benefits of law-related education or involve the public in your programs. Public relations is most valuable at the grassroots level, with educators, students, and community resource people being the most effective advocates of LRE. Teachers in local school districts are in ideal positions to integrate key people in their programs and publicize what they are doing. It should be noted that publicity is not the only barometer of public recognition and support for LRE. Getting media coverage is only ONE of many tools and it should be used in conjunction with other efforts. But getting publicity from the media is a powerful strategy, and if used properly, it can provide a shortcut to the time and work spent trying to legitimize law-related education.

This manual has been prepared to assist you in planning and integrating public relations in law-related education. By reviewing this manual, you will be able to develop an active public relations campaign for LRE, or boost an existing one with some new ideas. The information contained in this manual is by no means comprehensive or universal. Any information or advice given should always be tailored to fit the needs and requirements of your local area, and supplemented with your own background materials and resources. Your thoughts and suggestions on how to improve this publication and strengthen LRE's public relations efforts are most welcome.

WHY DOES LRE NEED PUBLIC RELATIONS?

1 To Educate the Public About Law-related Education.

LRE is not a household name. In fact, you will find many social studies teachers unaware of or unsure of just what LRE is. Yet, LRE is inextricably tied to many of the major issues confronting education today: drug and alcohol abuse, vandalism, and violence, to name a few. The public needs to be informed about how LRE is part of the solution to these serious problems.

2 To Motivate the Community to Participate in Law-related Education.

To be effective, law-related education must forge partnerships with the public and private sectors. The use of outside community resource people is one of the building blocks of properly implemented LRE. The more the public knows about LRE, the broader the base of public participation.

3 To Foster Confidence in and Support for Law-related Education.

LRE will succeed only if the public is confident that it is a legitimate and credible program. Public relations can give LRE visibility that will increase its stature in the community. The positive public image of LRE will boost the confidence of its constituents.

4 To Spur Financial Support of Law-related Education.

LRE is supported by private and public funds. Public relations can bring LRE to the attention of potential funding sources and provide accountability to current funders. Donors who contribute financial support to LRE want to know how their money is being spent. Public relations can provide this accountability. In the public sector, public relations can play a significant part in the institutionalization of LRE in government budgets.

5 To Establish and Maintain Two-way Communication Between Law-related Education and the Public.

The priorities of the publics served by LRE can and do change. Public relations allows you to gauge the issues deemed important by school boards, educators, government leaders, foundations, and other members of the public and to highlight different aspects of LRE accordingly. Public relations enables you to monitor and respond to the changing needs, interests, and attitudes of LRE's significant publics.

6 To Integrate Key People and Organizations in Law-related Education.

Who can help LRE survive and grow? Whether it's the bar association president, CEO of a corporation, or key committee member in your state legislature, public relations can provide access to them. By seizing those opportunities and issues that are important to these groups, you can integrate them in LRE and increase their cooperation with and support of LRE.

WHAT IS PUBLIC RELATIONS?

A. *Definition*

Public relations is a universal activity. We all practice it in one way or another whenever we seek the acceptance or approval of others. For our purposes, public relations can be defined as:

> *a planned and sustained program that communicates an organization's message to its publics in order to achieve and sustain visibility, credibility, accountability, and viability.*

As a result of public relations, new and stronger relationships will be created between the organization and its publics. The public will not only be made aware of LRE, but they will be motivated to participate in and support it.

A Closer Look—

Fundamentally, public relations is about **communications**:

- communication **to the public** to promote awareness;
- communication **to funders** about how their money is being used to provide accountability;
- communication **to political and government leaders** to increase LRE's legitimacy and credibility; and
- communication to all of these groups to inform them of the progress of LRE programs.

While **dissemination** is vital, even more important is the **feedback** generated by the information, and the **interaction** that follows between the organization and its publics.

A successful PR program cannot be sustained by publicity alone.

Publicity must be used in conjunction with other components.

B. Components

Some of the components that make up public relations are:

- publicity
- advertising
- lobbying/government relations
- community relations
- development
- fundraising
- marketing

C. Identifying the Publics

Just who are these "publics?" They include any individual or group that is influenced by or has influence over your organization. For LRE, the publics would be made up of, but not limited to:

- LRE staff
- LRE board members
- organization members
- donors
- volunteers
- community groups
- legislators
- educators
- government agencies
- media
- professional associations
- related organizations
- students
- business community

WHERE DO I START?

A. *Develop a Public Relations Plan*

Public relations is typically an afterthought in LRE. Time and energy are usually devoted to planning, developing, and implementing programs. It is only after the programs are in place that thought is given to public relations. The equation looks something like this:

plan + develop + implement = program → public relations

In fact, the PR component should be on ***both*** sides of the equation and should play a significant role as you begin to think about what kinds of programs and projects you will be developing:

plan [PR] + develop + implement = stronger program → PR

B. *What Goes Into A Public Relations Plan?*

The PR plan should include: goals and objectives; strategies for reaching those goals; a timeline; and an evaluation component.

By setting goals in the beginning, you can be pro-active rather than reactive. You can choose themes, strategies, and resource persons for the year based on these goals and allocate the necessary resources to implement them.

C. *Setting Goals*

You can use your organization's mission statement as a framework. For example, if your mission statement is:

> to educate citizens about their rights and responsibilities, and to promote awareness of the judicial system

then your public relations goals could include some of the following:

- To develop programs to increase public knowledge about the judicial system.
- To act as a clearinghouse and make information about LRE available to the public.
- To develop a relationship with the media for the purpose of advancing our mission.
- To integrate state government leaders in LRE programs.
- To publish two newsletters to keep the public informed about programs.
- To contribute LRE articles to the bar association journal and community newspaper.

As you begin to formulate your PR plan, keep in mind the following ...

HOT TIPS !

- Include long-range and short-term goals.
- Try to quantify some of the goals.
- Keep the goals in mind for all of your programs, but don't sacrifice quality or substance for style.

D. Resources Who Can Help With Public Relations

Unless you can hire a public relations consultant, you'll have to "make do" with the resources you already have.

To help you develop the PR plan, get assistance from:

- your advisory board
- staff members
- affiliated organizations (e.g., communications director for the local or state bar or a university)
- a PR firm that does pro bono work

You can create a public relations committee drawn from your advisory board. The committee can act in an advisory or operating capacity. Keep this in mind as you create your advisory board or replace members on it.

To help you implement your PR plan:

- Educate your entire staff about the importance of PR.
- Use support staff to help with publicity (e.g., contacting the media, assembling press kits, writing news releases, and answering inquiries from the public).
- Have each staff person develop a list of the contacts s/he has (this includes contacts in the media, community groups, professional associations, and the government, to name a few).
- Encourage networking.
- Tie into the PR resources of affiliated organizations and ensure that LRE is visible in their publications.

E. What PR Activities Should I Be Doing On a Regular Basis?

- Developing a master mailing list that includes all the key players who can help LRE.
- Identifying key people in the community who can help LRE and adding them to the mailing list.
- Integrating those people in LRE programs and events.
- Disseminating information about LRE to key players on a regular basis.
- Establishing relationships with community groups and working with them on projects.
- Taking a leadership role in the community to increase LRE's visibility.
- Compiling statistical data on your LRE program (number of students reached, teachers involved, etc.)
- Using every opportunity to talk about LRE in the community (as it relates to drug abuse, violence, vandalism, discipline problems, truancy, etc.) This is somewhat like setting up a speaker's bureau of LRE experts.
- Getting feedback from the community and re-shaping LRE programs in light of this information.
- Including the local media in LRE programs.
- Developing an "institutional resume" and publicity archives. A list of all of the times LRE has been covered (including date and name of media organization) should be listed on the resume. Pictures, newspaper clippings, transcripts of interviews, audio and video tapes, etc., should be a part of your archives.

INTEGRATING KEY PLAYERS IN LRE

A. What Are Key Players?

Key players are any individuals or groups who can help LRE. They may vary from state to state, although there are some persons who are always important. You should develop a list of people who can help your program and a strategy to include them in your program throughout the year. To know who the key players are, you need to keep well-informed about current events in your community. This means, at a minimum:

- Reading all sections of the daily newspaper (this includes the business and the sports pages).
- Reading community and weekly newspapers.
- Reading the publications of the bar association, teachers' organizations, law school, and other organizations traditionally associated with LRE.
- Reading board of education and city/county council bulletins.
- Watching and listening to news programs on television and radio.
- Keeping abreast of community and civic events.

A Closer Look—

Why read the business and sports sections?

Business leaders not only provide a funding source to LRE, they also add legitimacy to your program and access to other key people. As you develop your list of people who can help LRE, scan the sports pages, as well. Often, powerful business figures own interests in sports franchises. Ex-athletes go to law school or business school and can be a drawing card for one of your special events.

B. Who Are Some of These Key Players?

Some of the key people who can generally help any LRE program include:

- Elected officials (U.S. Senators and Representatives, governors, attorneys general, state legislators, mayors, city or county council members, etc.);
- Government leaders (non-elected heads of agencies or offices);
- Judges, attorneys, bar association officials;
- School superintendents, school board members;
- Deans of universities or law schools;
- Prominent educators;
- Members of the media;
- Law enforcement personnel;
- Juvenile justice personnel;
- Members of the NAACP, League of Women Voters, Hispanic or Asian groups, etc.;
- Members of the Chamber of Commerce, business leaders, corporate types (banks, insurance companies, etc.);
- Members of foundations;
- Public relations experts;
- Civic leaders;
- Retired professionals' organizations;
- Union leaders;
- PTAs;
- Student leaders

C. *How Do I Integrate Key Players In LRE?*

The way to get these individuals and groups involved in your LRE program is limited only by your imagination. Sometimes you can frame a theme or an issue in terms of a particular person you consider vital to your program. In general, here are some suggestions on how to increase their involvement in LRE:

- Place them on your advisory board. Select individuals who will give your program credibility (e.g., ask the governor to serve as honorary chair), as well as those who can provide expertise in areas where you are lacking. For example, someone who works in public relations or the media would be able to: give you advice on publicity; help in writing a newsletter; or refer you to someone who could offer you some pro bono services.
- Use them as speakers at conferences. Don't forget -- for every speaker that you have, you also need someone to introduce that person. Fill those slots with key players, as well.
- Use them as outside resource persons. In substantive workshops, don't be limited to using only police officers and attorneys. Use business leaders, elected officials, and other individuals who can give you access to funding sources.
- Give them an award. The award can be for anything that makes sense in the context of LRE. And be sure to invite other key players to the event. They can be invited as guests, or they can be on the agenda as speakers or presenters.
- Use them in your special projects and events, such as a mentoring program, mock trial competition, Law Day program, Bicentennial competition, etc. If you have programs printed for an event, ask organizations and businesses if you can list them as sponsors or supporters.
- Have them write letters of support that can be read at a function they can't attend, or reprinted in your newsletter, brochure, or annual report. Have them write letters to the editor, or to the op-ed pages in support of your program.
- Ask them to appear on radio talk shows or public affairs shows with you to sing your program's praises.
- Integrate them in your fundraising activities.
- Place them on special committees that serve a special need (e.g., public relations for LRE).
- Have an organization co-sponsor an event with you. The Rotary Club, Kiwanis, bar auxiliary, or retired business executives association, for example, might help with a mock trial competition. (Retired business executives could also provide you with help in public relations, writing your publications, etc.)

THE ART OF COMMUNICATING

A. What Is Communication?

Communication -- telling your story -- is the essence of public relations. In order to reach and influence another, you must communicate effectively. And to communicate effectively, you must use a variety of forums over a period of time. The message must be conveyed using a "multiple channel" approach --through newspapers, radio, television, magazines, posters, books, word of mouth discussion, club meetings, conferences, etc. The more versatile the public relations effort is, the more effective the communication will be.

B. Tools and Techniques

The most common tools and techniques for delivering your message are:

- annual report
- newsletter
- brochures
- news release
- speeches
- newspapers
- press conference
- magazines
- public service announcements
- conferences
- exhibits
- special events
- meetings
- tv/radio appearances
- video
- legislative testimony
- journals
- tour/open house

C. Publicity

Publicity is one way to tell your story so that it is reported in the media (without cost to you) as news. It is used to create awareness and influence decisions. It is NOT a substitute for a good service or performance. Publicity will not, by itself, raise funds for your organization or persuade key figures to participate in LRE. These things occur only if your program is good, legitimate, and credible.

A Closer Look—

- Once you get publicity, you open the door of your organization to scrutiny by the media.
- It is difficult to control the publicity -- you do not have ultimate say in what gets printed or aired.
- The *effectiveness* of the publicity should not be judged by the *amount* of publicity.
- It is the content and absorption of that content that is most important.
- Not all public relations activities result in publicity, nor should everything be so designed.

More on publicity later in this manual.

WORKING WITH THE MEDIA

A. *Assess the Playing Field*

1 The Media List

The first step in planning your strategy is to develop the media contact list. Take a general survey of every type of media in your area. These include: daily newspapers, weeklies, community bulletins or newsletters, business newspapers, college and university newspapers, special audience newspapers (i.e. African American or Hispanic), magazines, journals, and radio and television stations (including cable, public, and independent stations).

2 The Media Survey

A media survey needs to be done for every media outlet you list. Call each one of them to get the following information:

For print:

- What is the daily or weekly deadline?
- Who are the contact people?
- Are pictures accepted?
- What is the policy for letters to the editor?
- What is the policy for op-eds? (items on the page opposite the editorials)?
- What is the policy for guest columns? Regular articles?
- Is there a regular reporter assigned to the education/legal beat?

For broadcast:

- What time is the news broadcasted?
- What are the deadlines for air?
- Who are the contact people?
- What is the policy for editorial comments?
- Are there any public affairs programs? (Who are the contacts, what is the format, what is the deadline, what subjects are covered?)
- Is there a regular reporter assigned to the education/legal beat?

In addition to the media survey, you need to monitor the media. This means watching and listening to local news and public affairs programming, reading the publications, and evaluating how and to what extent LRE-type issues are covered. Be aware of newspaper bylines and names of reporters who cover these issues and add them to your media contact list. Know the audience the reporters are trying to reach and highlight information that may be of interest to that audience when you "sell" your story to the media.

B. Develop and Maintain Good Relations With the Media

1 **Get to know them:** Get to know the editors, producers or reporters you will be working with. If you know that a reporter typically covers LRE, you can dispense with a lot of background information.

2 **Establish your credibility:** You can do this by adhering to the "five F's" of journalism: be fast, factual, frank, fair, and friendly. The quickest way to ruin your credibility is to lie to the media. If you don't know the answer to a question, say so. If you give inaccurate information by mistake, set the record straight immediately.

3 **Give service:** Be aware of reporters' deadlines and give them what they need. Provide tips or news on non-LRE stories. Make yourself available and become a key reliable source.

4 **Don't play favorites:** The public is entitled to factual information from all of the media. It is GENERALLY unadvisable to give one reporter information before you share it with others (a "scoop" or an "exclusive"). However, there may be times when a reporter asks for an exclusive. Use your best judgment and remember that it's preferable not to favor one reporter over another.

5 **Don't flood the media:** Direct your tips and news releases to the proper people and refrain from sending a release on everything your organization does. The quantity of releases you send will not increase coverage. In fact, it may do the opposite.

A Closer Look—

WHO'S WHO IN THE MEDIA?

Below is a list of the key people in print and broadcast journalism. Be aware of the fact that titles and responsibilities will differ among media outlets in different communities. As you develop your media contact list, be sure to determine the exact title and responsibility of key personnel. And update your list periodically.

For print:

- City editors assign most local news stories and supervise the general news department.
- Feature editors supervise stories that involve "softer" news (a human interest angle).
- Wire editors read the stories sent by the major wire services and determine which ones will be covered.
- Department editors are responsible for determining what stories to cover and assigning reporters in each particular department (e.g. business, style, entertainment, etc.).
- Editorial page editors determine the newspaper's position on issues .
- Reporters investigate and write the stories.
- Magazine writers, editors, and reporters.

"Closer Look" continues on the next page . . .

A Closer Look— (Continued)

For broadcast:

- Program managers supervise all programming at a station (this includes news, sitcoms, soap operas, talk shows, etc.).
- News managers or directors supervise all news-type programs.
- Producers are in charge of overall presentation and supervision of a program: timing, content, casting, technical requirements. Producers often generate ideas for shows and may write material for the show and do some interviewing.
- Assignment editors put together the menu of stories to be covered and assign crews to cover each story.
- Writers research and write scripts for the shows.
- Directors put all of the elements of the show together and execute it for broadcast.
- Reporters go out in the field to investigate stories. They conduct interviews and write their own stories.
- Photographers include still photographers and television camera operators.
- Announcers/anchors read or present copy prepared by writers. They may do some reporting and writing, as well.

WARNING!

Newsrooms are hectic and everyone is always on deadline. Don't call when it's close to air time to tell a reporter about an event coming up in two weeks. But, if you have breaking news (hard news that is happening immediately), call the assignment desk or appropriate reporter as soon as you can and give them the details.

PRINT MEDIA

Newspapers

Although television is the dominant force in mass communication today, newspapers still play a significant role. According to the American Newspaper Publishers Association:

- 63 million Americans read a daily newspaper
- nearly 2,000 newspapers are published daily
- over 50 million Americans read a local weekly newspaper.

When people think of publicity, they instinctively think of an article or column appearing in a newspaper. In addition to dailies and weeklies, you need to consider:

- the Sunday edition
- community newspapers
- shoppers' guides
- special newspapers, including but not limited to:
    - foreign language
    - labor
    - African-American
    - Hispanic
    - Asian

The Editorial Page

Letters to the Editor

- React to an editorial, a news or feature story.
- Make your point with no more than 250 words.
- Be prepared to have your letter edited or shortened.
- If you have a title, use it.
- Don't monopolize LRE issues — have key players submit letters as well.

Op-Ed Articles

A daily newspaper usually reserves the page opposite the editorial page for opinion pieces. These articles are either culled from wire services, written by editors, or submitted by local members of the community.

- Call the op-ed editor for the paper's policy and guidelines.
- Op-ed articles usually run 700 to 1,000 words in length.
- Op-ed articles are like an expanded version of a letter to the editor.
- Be timely in submitting an article.
- Be creative! You can find an LRE angle in most of the important issues discussed in the media.
- Have at least two people proofread the article before you submit it.

HOT TIPS for the Daily and Sunday Editions!

- If you don't already have a relationship with a reporter, contact the city editor if you think you have a good story.

- "Sell" your story in 30 seconds or less. A busy editor only needs to hear the gist of the story up front. If s/he is interested in covering the story, fill in the details later.

- Consider all departments of the newspaper, not just the legal and educational sections. LRE cuts across business, real estate, medical, sports, and entertainment issues.

- Don't forget columnists! They are always looking for story ideas. Columnists should be on your mailing lists to receive newsletters and annual reports. Sometimes they'll find an angle from this material and call you first.

- Contact the features editor of the Sunday newspaper. That edition has more room for feature stories and is therefore more open to story ideas.

- Don't overlook the Sunday magazine supplements. LRE provides many opportunities for good pictures to accompany a feature story.

- Keep your eye out for "special editions" on education, law, or business. Know the deadlines for submitting information.

Weeklies, Community, and Suburban Newspapers

Weekly newspapers wield tremendous power in the halls of Congress and the state legislatures. Congressional leaders are very sensitive to what the people back home are thinking.

Most of the weeklies, community, and suburban newspapers emphasize local government, education, public affairs, and personal news. Since they generally have small staffs, they are grateful for your contributions.

- Most of these newspapers will print your news release verbatim.
- Tailor the story to fit the audience of the publication.
- Write a regular LRE column or article for the newspaper.
- Find out the policy for pictures (Does the paper accept them? What size? Black and white only?)

Wire Services

Wire services, such as Associated Press and United Press International, offer the most effective outlet for publicity on the state, regional, or national level. Every day, newspapers, television and radio stations receive hundreds of stories from around the world from several wire services.

You can fax your information or news release to the wire service outlet in your community. If it's notice of an event, it will be put on the "daybook" and transmitted electronically to the local print and broadcast media outlets. If it's a story, the wire editors will re-write it and shorten it considerably. And if it has an interesting angle, it could be transmitted around the world! Editors and producers begin their news day by "checking the wires," for notices of these events and interesting stories. And because the story comes from the wires, it looks more like real news and less like publicity.

Magazines

There are over 1,000 magazines published in the United States alone, with at least 300 new magazines cropping up each year. Magazine publicity is supplementary to press publicity.

- Study the magazine's topics, style, trends, formats, and audience.
- Frame your story with those components in mind.
- Check the magazine's deadline. Most work within a 3-6 month time frame.
- Major national magazines have local bureaus that welcome story suggestions.

Professional Publications

Trade publications or journals offer countless opportunities for LRE stories. Included among these publications are those limited to a specific trade or organization. There are literally over a thousand local and national journals for which LRE articles would be appropriate.

The timing for these publications varies. Just as in general circulation magazines, there may be 3-6 month time frame in which a story is submitted before it is published.

In-House Publications

Newsletters, annual reports, brochures, leaflets, pamphlets, and booklets are all effective vehicles for informing the public about law-related education. These should be mailed to your media contacts, as well as those key people on your organization's mailing list.

It can be helpful to write a booklet jointly with another organization. For example, a joint project with a bar association, organization, consumer group, or educational association could result in informational booklets on various aspects of the law. And you don't have to tie up all of your staff time and money producing the publication yourself. You also reach a wider market when the final product is distributed.

BROADCAST MEDIA

The broadcast media reaches more people than any other form of media:

- 98% of all U.S. households have a television set
- 80% of all Americans listen to the radio every day

A word of caution: Relying solely on television and radio to get your message across is not enough. The story of LRE must be told through many formats, over an extended period of time. Try to maximize every opportunity for coverage by *all* media.

Programs on television and radio fall into two basic categories: information or entertainment:

- Information includes: news, special events, public information shows.
- Entertainment includes: audience-participation programs, panel or game shows, interviews, all show business formats, variety programs, etc.

For LRE, information and public-service shows offer the greatest potential outlets for publicity.

A Closer Look—

INFORMATION PROGRAMS

- News shows: Almost all television and radio stations have newscasts on the national and local level.

- Public-service shows: All broadcast media must set aside a percentage of broadcast time to shows of an educational or cultural nature. These shows can explain historical, scientific, or technical developments, discuss worthy causes, or offer practical advice.

- Spot announcements: These are usually aired during station breaks. They are often part of a string of announcements on a "community calendar" program. Almost all stations offer this format as a service to the community.

- Public Service Announcements (PSA): PSA's are like spot announcements, but are more refined. They are done without charge and they promote programs of government and voluntary agencies. Each station has its own standard and you should get a copy of their guidelines. Radio and TV stations only use well-prepared and produced PSA's. Some stations may be willing to produce your PSA; advertising or PR firms may assist you as a public service.

- Documentary: Documentary researchers and producers welcome material concerning social, educational, legal, or governmental issues.

- Instructional programs: These programs can be done in conjunction with a local school or district, or bar association, and are intended to educate viewers. These shows can go a long way in promoting your organization in a positive light.

- Talk shows: Talk shows can often be described as "info-tainment," a cross between information and entertainment programs. Offer your services to discuss issues that relate to law-related education (juvenile delinquency, educational reform, drug and alcohol abuse, conflict resolution, peer mediation, etc.)

HOT TIPS for TV and RADIO!

- Before you need coverage of an event, introduce yourself to the news directors, producers, and/or reporters. Send a letter or information packet describing your organization.

- Let the news stations know you are available to comment on issues related to LRE. Tell them what those kinds of issues are (education, juvenile justice, drug and alcohol abuse, conflict resolution, school violence, etc.).

- If your event is covered, or if you appear on TV or radio, call the producer or reporter to request a copy of the tape. A transcript of the tape can be used for PR purposes and sent to key players in your community.

TELEVISION

Television is the most pervasive and influential tool of mass communication. It combines pictures, music, color, words, animation, and sound effects all in one package. A common complaint about television news is that it oversimplifies and distorts information. Television time is tight and expensive, so there is very little opportunity to cover details. In fact, major news stories are often given no more than 90 seconds worth of air time!

A Closer Look—

- Only about 10% of a broadcast day is devoted to news.
- Networks (ABC, CBS, NBC, CNN) get most of their news from the wires, BUT
- Local stations get as much as 75% of their stories from news releases.
- In a half-hour newscast there can be about eight minutes of commercials, two minutes of weather, and five to six minutes of sports. That leaves less than 15 minutes for news!
- More time is devoted to "hard" or breaking news (fires, crimes, trials, wars, etc.) rather than "soft" news or feature stories.
- Weekends and Mondays are generally slower news-wise and producers and editors are more receptive to story suggestions.

HOT TIPS !

- Know the right people to contact at your local TV station. While it may be appropriate to contact the producer in one market, in another area, the assignment editor may be the one to contact.
- Always have a news release to send, but call as well to make sure the station received it.
- Call a day before the event to see if the station plans on covering it and to answer any questions.
- A news release may not always "sell" itself. Call the appropriate person in the newsroom to pitch your idea. Be succinct and . . .
- Remember the medium! TV is visual. Make sure there are photo opportunities of people DOING something. Someone giving a speech is not action.
- Kids sell!
- If you want to be on the 5:00 p.m. newscast, don't schedule an event later than 2:00. Reporters need to return to the station to write and help edit their pieces. To be safe, schedule your event in the morning (or at least schedule the components you think work best visually before then).
- Don't be surprised if only a photographer shows up. In that case, your event will probably get a 25 second voice-over (when the anchor reads the story over videotape). Make sure you give the photographer a press kit (containing a news release, brochures, biographies, etc.) or material that describes the event so the story can be written.

Cable Television

In addition to CNN, there are thousands of local cable shows all over the country. Cable television now reaches more than 50% of America's television households.

- **Public Access —**

  Cable systems generally are required to provide "public access" time available to the community. This time can be filled with PSA's and public affairs programming. Some cable systems actually train community residents in producing their own public affairs shows.

- **News shows —**

  Some cable systems offer locally produced news shows that may range from two-minute newsbreaks to half-hour newscasts. Some of the larger local stations may even have their own reporters. Check with the cable TV stations in your area to find out the extent of their news operation.

- **Special programming —**

  In addition to the newscasts, some systems offer special educational, consumer, or legal shows that would be appropriate vehicles for law-related education.

How To Survive a Television Interview

One of the most common methods for telling LRE's story is through interviews. The interview may take the form of a couple of questions for a 90 second news story, or it may be in the format of a public affairs interview program. In any case, interviews can be intimidating and frustrating experiences. There aren't many of us who actually like to watch ourselves on television.

Here are some suggestions to help you feel comfortable and effective:

- Come prepared with at least one or two key thoughts you want to convey during the interview.
- Rehearse with someone ahead of time so you can anticipate the questions.
- Rehearse concise, pithy responses to those questions. If those questions aren't asked, find a way to get those statements in anyway — they're likely to survive the editing.
- Answer all questions directly at first, then add explanations.
- Use facts whenever possible, but don't go overboard with numbers and figures.
- Be confident and relaxed.
- Be conversational.
- Avoid using jargon.
- Use examples or metaphors to get your point across.
- Have something to say beyond what the interviewer asks you (the interviewer may not know enough about the subject to ask the right questions).
- Be prepared with a brief closing statement that wraps up all the loose ends.
- Take your cues from the interviewer. If s/he keeps asking you the same question over and over again, but in a slightly different manner, s/he probably wants your answer shortened or clarified. (Reporters or field producers may come to an interview with the story already written in their minds. So they have definite ideas on what they want you to say. Be prepared for this attitude and be prepared to educate that reporter!)

RADIO

Radio is a versatile medium that reaches many people, even if it operates in the shadow of television. Radio is a highly "targetable" medium, which means that there are stations specifically formatted for special audiences. So, if you wanted to target the Hispanic community, you would use a radio station formatted to reach Hispanic audiences.

A Closer Look—

- News coverage is the biggest drawing card of radio. More time is given to conveying information on radio than it is on television.
- The average radio newscast is 5 to 10 minutes long and includes news, sports, weather, and traffic updates.
- The average news story is 15 seconds. It may be longer if it includes a "sound bite," (a comment or statement by an interviewee).
- All-news stations carry more in-depth news stories. This generally means more sound bites added to the story.

WARNING!

Be prepared to be interviewed over the telephone. Don't feel pressured to comment on something with which you are not familiar. Ask the interviewer for more information, or if it's something that has come over the wires, ask the interviewer to fax you the story. Call the station back when you are ready to comment. Have a few points written down that you want to convey. Be succinct!

Call-in Shows

Radio call-in shows have become increasingly popular and can be very influential on public opinion. Either calling in with an opinion or having an LRE issue covered on the show are great vehicles for getting out the word on LRE programs. Keep in mind the following:

HOT TIPS !

- Familiarize yourself with the type of show and audience BEFORE you approach the station with an idea.
- Contact the host or producer with an LRE issue that is of concern to the community.
- Suggest a guest to appear on the program with the host.
- Come prepared! This means knowing your own program completely, and having supporting facts and figures to support your statements.
- Anticipate problem questions from both the audience and the host.

DEVELOPING A MEDIA STRATEGY

Once you have laid the groundwork of creating and updating a media contact list, cultivating personal contacts with people in the media, and surveying the media outlets in your community, you need to develop a plan that will make use of the media.

Some questions to consider when formulating your media strategy are:

- Can I integrate the media in my overall goals?
- Will the media enhance the current strategies I'm using to reach my goals?
- What specific goal am I trying to reach?
- What audience am I trying to target?
- What is the message I am trying to convey?
- What is the best medium for this message?
- Is the message really newsworthy?
- When should the audience get the message?
- Am I making the best use of my staff and resources as I implement the media strategy?
- Can I be flexible enough to change my strategy on the spur of the moment if necessary?

HOT TIPS !

- Tailor your strategy to the size of your media market. What is effective in Flint, Michigan, may get you nowhere in Washington, D.C., where the competition is stiff and much of the local news takes on a national flavor.

- Remember that the general public does not always have to be your primary audience. For example, there will be times when you want to target key legislators who have the power to fund your LRE program. Determine what media outlets will be most effective in reaching them and when they need to get your message.

- Be sure you have the basic tools to implement the media strategy: media contacts, news releases, press kits, and a 35 mm camera.

GETTING PUBLICITY

A. *Is It Newsworthy?*

Publicity is a way to tell your story so that it is reported in the media. To get free publicity, you need to frame your message in the form of news. News is something that interests many people **today**. A story is news if:

- it involves something new
- it involves famous or key people
- it is novel, different, or unusual
- it's important to many people
- it's important to the local area
- it involves conflict or change
- it is funny, mysterious, or sexy

B. *Making It Newsworthy*

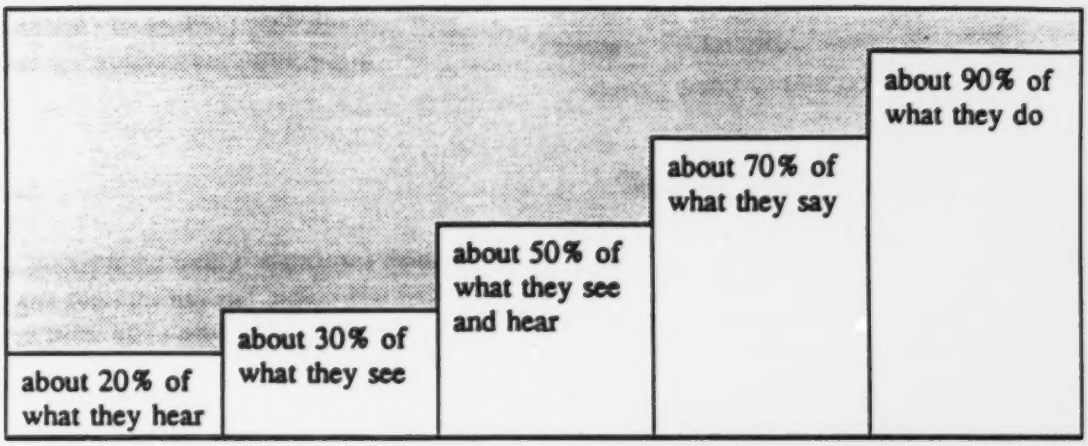
How can you create news? You need to keep well-informed, know what issues are hot, what people are significant, and what slant your local media has put on covering certain stories. You need to develop a HOOK that convinces the media your story is worth covering. Here are some basic ways to get coverage:

- tie in with the news of the day
- tie in with a story covered previously by the media
- tie in with another publicity event
- tie in with a famous/key person
- tie into a well-known event (e.g. Law Day)
- hold a competition or contest
- give an award
- take part in a controversy, but don't take sides
- tie in with a newspaper or other medium to stage an event together (e.g. 1st Amendment symposium)
- celebrate an anniversary
- stage a demonstration
- issue a report or evaluation
- form a committee
- implement a new program
- make a statement on a hot issue, but don't take sides
- pass a resolution
- appear before public bodies
- write a letter
- inspect a project
- issue praise
- issue a summary of facts or statistics on an issue
- bring in a celebrity
- organize a tour
- stage a gag

What passes for news in one area, may not work in another locale. You need to know what your local media has been covering and what and who they consider important. Be aware of changing trends in coverage. What's hot today may not be worth a mention next week. If you can anticipate what the media considers newsworthy, you can adjust your program, or how you "sell" it, accordingly.

A Closer Look—

People remember—


about 20% of what they hear
about 30% of what they see
about 50% of what they see and hear
about 70% of what they say
about 90% of what they do

Special Events

Special events can play a significant role in law-related education. Mock trial competitions, Law Day activities, Citizenship Week, Citizen Bee — all of these special events serve as focal points for media coverage. In addition to getting publicity for the event, however, you should also use these opportunities to involve key people who can help your program in the long-run — individuals who can help fund your LRE program, legislators who sit on appropriations committees, or members of the local school board.

There is no substitute for thorough planning. Don't leave anything to chance, or assume that someone else will take care of arrangements. Allocate enough of your staff time to see that the event runs smoothly, and that the media has easy access to cover it. You can refer to the following checklist before the event.

Checklist for Special Events

FACILITIES:

- ☐ Site, room, auditorium
- ☐ Proper seating arrangements
- ☐ Availability of parking
- ☐ Audience sight lines checked
- ☐ Other groups using same facilities (possible conflicts)

EQUIPMENT:

- ☐ Videotape equipment
- ☐ Microphones / amplifier
- ☐ Podium
- ☐ Platform / stage
- ☐ Lighting
- ☐ Ventilation
- ☐ Air conditioning / heat
- ☐ Acoustics
- ☐ Recording equipment
- ☐ Audiovisual aids (screens, charts, easels, chalkboards, slide projectors, slides, etc.)
- ☐ Electrical outlets and extensions cords
- ☐ Tables, chairs
- ☐ Reception area

MATERIALS:

- ☐ Agendas, schedules
- ☐ Gifts, awards, plaques
- ☐ Brochures
- ☐ Press kits
- ☐ Direction signs
- ☐ Nametags
- ☐ Host badges or ribbons
- ☐ Guest book, sign-in sheet
- ☐ Posters, banners

When arranging publicity for an event, keep in mind the following...

HOT TIPS !

- Do a good news release and send it 10 days in advance.
- Call the media before and after sending the news release.
- Be sure you speak to the right people when contacting the media (reporters, producers, editors, etc.).
- Contact the appropriate media (if you're just going to have "talking heads" with very little visual appeal, TV coverage is not likely).
- Prepare press kits for the media (they should include copies of the news release, speeches, reports, brochures or newsletters of your organization, biographical information, and, if necessary, conference agendas and participant lists).
- Be sure your entire staff knows what is going on and prepare them to answer basic questions in your absence (this means they have clear written information about the event and the address and directions to the location of the event).
- Have your own photographer take pictures for distribution afterwards and for your own archives.
- At the event — find out exactly what media is there and when they plan on filing the story (get names of reporters in order to cultivate your contacts for future events).
- Have enough staff available at the event to make sure things run smoothly.
- Target articulate individuals who can talk to the media and have them available for interviews.
- If you are co-sponsoring an event, make sure the media gets the name of *your* organization and talks to some of *your* people.
- Do follow-up activities — send out thank you notes, publicity pictures, certificates of appreciation, etc.

On-Site Visits

A visit to a school to observe student mediators resolve disputes on the playground, two hours spent observing a mock trial researched, written, and demonstrated by high school students, or an afternoon devoted to shadowing middle school students as they work on community service projects — these on-site visits can make LRE come alive for the public.

Arranging for reporters to visit a site where they can see LRE in action is one of the most effective uses of the media. It allows you to show the media what you've been telling them. With careful planning, this high-visibility strategy can get you the kind of media attention that will excite the public about law-related education.

HOT TIPS !

- Always pre-arrange the media visit with the staff at the site.
- Brief the staff, students, etc., at the site about the purpose of the media visit.
- Schedule the visit when it is LEAST disruptive to the normal routine of the site.
- Get prior approval from parents, administrators, etc., if interviews are to be conducted or pictures taken.
- Give a copy of the news release to the staff at the site.
- In addition to your business phone number, put the phone number of the site on the news release so that you can be reached at any time by the media.

WRITING FOR NEWS COVERAGE

Writing for publicity purposes is unlike the typical writing you will do for law-related education. Being successful at selling your story to the media, or in doing public relations in general, entails effective writing. When preparing news for the media, whether it's a short news release announcing an event, a longer news release submitted after the event takes place, or other informational material, be sure to answer the five W's: **Who, What, Where, When, Why**, and add to that, **How**.

Here are some questions to consider when you are writing:

IS THE STORY NEWSWORTHY?

Be timely. The media does not want stale news, and for some editors, that means anything that ran in the morning paper. If your story is related to something that happened yesterday, deliver it with a twist or a unique angle that will interest editors. Explain the significance of the story and how it impacts on the audience.

IS THE STORY ACCURATE?

Check to make sure names, titles, dates, and facts are accurate. Don't guess, don't exaggerate, and above all else, don't lie.

IS THE STORY WELL-WRITTEN?

The story should be clear and concise. The lead sentence or paragraph should catch an editor's eye immediately and make him/her want to continue reading. Get to the point quickly. The main information should be at the top, with supporting facts at the bottom. The simpler the writing, the better. Don't bog the story down with extraneous facts. Use short sentences with active verbs. Present the information as dramatically as possible, without exaggerating. A conversational tone is preferred. Avoid LRE jargon!

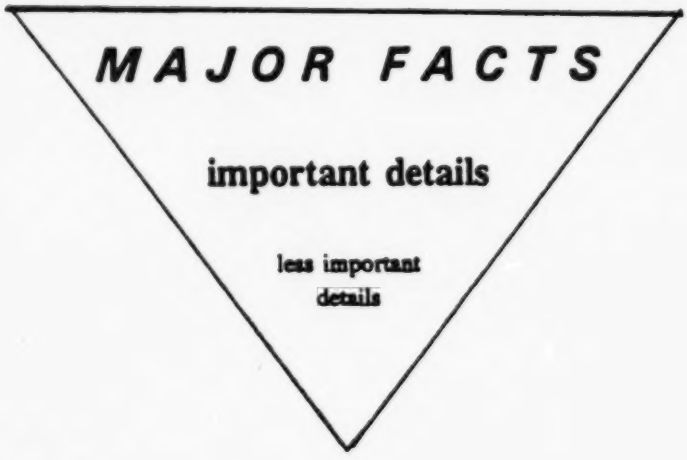
It is best to prepare several drafts before submitting your final story or news release. Take out every word that is unclear or unnecessary. Each time you re-write the story, see if you can make it shorter, without sacrificing the essence of what you are trying to communicate. This style of writing takes practice. Just remember:

- Use a snappy lead to interest the reader immediately.
- Use familiar language.
- Be concise.
- Be conversational.
- Limit one thought per paragraph.

The News Release

The news release is the key tool for communicating information to the media. It should have some real news to report or have a fresh and interesting angle. Don't flood the media with news releases just to announce policy positions, or staff changes. The news release is your chance to influence the media to cover your story in a positive manner. This does not mean writing propaganda — it's merely writing about LRE and your organization in an interesting light.

Remember the tips outlined in **Writing for News Coverage** when you prepare your news release for an upcoming event. The most important information comes at the beginning, with non-essentials closing out the story. This "inverted pyramid" style allows editors to cut the story from the bottom up if it's too long.



As you write a news release, keep in mind the following ...

HOT TIPS !

- The release should be typed and double spaced on 8 1/2 by 11" paper. Use only one side of the page.
- Use your official letterhead for the first page of the release.
- Leave ample margins on both sides so that editors can make notes.
- Check to make sure grammar, spelling, and typing are perfect.
- Always put the current date on the release at the beginning. Editors want to know if the information is timely when they get it.
- Put the release date in the upper part of the release. For the most part, this will say "For Immediate Release." If it's not for immediate release, put the date when it should be released.
- Identify the source of the story ("contact") in the upper part of the release. The name, address, and telephone number should be given. Additionally, if it concerns an event that is to be covered, a contact person and phone number at the location of the event should also be listed.

HOT TIPS ! continues on the next page . . .

HOT TIPS !, continued

- Headlines are helpful, but not absolutely necessary. If you can write a good headline, use it. (It might help to "sell" the story to the editor).

- When using names, give the first name, middle initial and last name, as well as the person's title. If you're sending the release to out-of-town papers using a name for a local angle, provide the person's home address. That enables the editor to contact the person or family for additional information.

- Try to keep the release shorter than two pages. If it is more than one page, each page should be numbered and the word "more" should be at the end of each page except the last. At the end of the release, mark "30," or "end," or "###." (These are journalism symbols that signify the end of the story.)

- Longer news releases written AFTER the event takes place are appropriate in certain instances. For example, some local newspapers will print them verbatim if they don't have the staff to cover the story.

- If you can't mail the release in a timely manner, fax it.

- Use a quote to personalize the release.

- Photographs can sometimes be used to accompany news releases and support the story. Check with the media before sending photos — some newspapers will only use pictures taken by their own photographers.

MODEL NEWS RELEASES

This section contains some sample news releases for a typical LRE event. Included are:

- A sample media alert

> A media alert is a short bulletin that gives basic information about an upcoming event. It can also be an announcement about something that has already taken place.

- Two sample news releases for an upcoming event:
  - one that is *not recommended*
  - one that *is recommended*

- A sample news release sent *after* an event has taken place.

THE URBANY CENTER FOR CITIZEN EDUCATION IN THE LAW

555 Main Street Anytown, Urbany (101) 555-4321

MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT

CITYWIDE YOUTH LEADERSHIP CONFERENCE

WHAT: Citywide Youth Leadership Conference brings together Anytown teens to stop the violence.

WHEN: November 1, 1990, 9:00 a.m. to 3:00 p.m.

WHERE: Shiloh Family Life Center
1510 Ninth Street
Anytown, Urbany

WHO: Urbany Center for Citizen Education in the Law

INFO: For more information, contact Judy Zimmer at 555-4321 or Judy Parker at 555-1010 (at the conference site).

Sample Media Alert

THE URBANY CENTER FOR CITIZEN EDUCATION IN THE LAW

555 Main Street Anytown, Urbany (101) 555-4321

NEWS RELEASE
For Immediate Release
October 25, 1990

Contact: Judy Zimmer
(101) 555-4321 [1]

DATE: November 1, 1990

TIME: 9:00 a.m. to 3:00 p.m.

WHERE: Shiloh Family Life Center
1510 Ninth Street, N.W.

EVENT: Citywide Youth Leadership Conference

[2]

The Urbany Center for Citizen Education in the Law will be [3] sponsoring a Citywide Youth Leadership Conference for 75 ninth graders and 35 junior high school teachers. The goal of this conference will be to help students develop leadership skills that they will be able to use in their families, schools, and communities. The students will also learn skills to prevent [4] being victimized by crime and some tips for making their communities safer. Some of the other workshops will focus on conflict resolution, negative peer pressure, and cross-age [5] teaching.

Eighteen-year-old Michael Watts of Youth Service America will [6] be the keynote speaker.

-end-

Sample "Not Recommended" News Release

What could be improved?

1. Add a contact person and telephone number at the site of the conference.

2. Add a headline. This helps the media focus on the purpose of the event immediately.

3. Rewrite the lead so you grab the attention of the reader immediately.

4. The body is written in a dry tone. Be more conversational.

5. Where is the hook? Include an element that will make the media cover this event.

6. Who is Michael Watts? What is Youth Service America? Background information should be given. Do not assume the reader knows who and what they are.

Suggestions for Sample "Not Recommended" News Release

THE URBANY CENTER FOR CITIZEN EDUCATION IN THE LAW

555 Main Street Anytown, Urbany (101) 555-4321

NEWS RELEASE
For Immediate Release
October 25, 1990

Contact: Judy Zimmer
101 555-4321

Conference Contact: Judy Parker
101 555-1010 [1]

ANYTOWN TEENS TAKE A LEADERSHIP ROLE TO STOP THE MOUNTING VIOLENCE IN THE CITY [2]

DATE: November 1, 1990

TIME: 9:00 a.m. to 3:00 p.m.

WHERE: Shiloh Family Life Center
1510 Ninth Street, N.W.

EVENT: Citywide Youth Leadership Conference

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[3] [4]

Anytown young people are banding together to say no to drugs and violence. As the city's drug-related homicides rise to record-breaking levels, some Anytown teens are taking the initiative to prevent becoming another statistic on police blotters. Seventy five 9th graders and 35 junior high school teachers will join together in a one-day conference to help the city's youth learn how to turn their backs on drug abuse and violence. Along with the ordinary stresses of being a teenager, Anytown youth also have to cope with trying to survive in the homicide capital of the nation. At the Youth Leadership Conference teens will learn the skills it takes to become community leaders rather than victims. Working in

Sample "Recommended" News Release

teams, the youths will develop model crime prevention strategies for their families, schools, and communities. They'll learn how to say no to negative peer pressure. And using role-plays, they'll get first-hand experience at talking their way out of problems using the art of conflict resolution.

The keynote speaker will be 18-year-old Michael Watts, Youth 5
Director of Youth Service America, a national community service organization. Watts, the recipient of this year's Governor's Outstanding Youth award says, "Young people are victimized by crime more than any other group. It's time we worked together to save ourselves."

END

Sample "Recommended" News Release

What's better about this release?

1. A contact person and telephone number at the site of the conference is included.

2. The headline lets you know immediately what kind of story this is.

3. The lead sentence is "sexier." It doesn't hit you with a lot of dry facts (the who, what, when, etc., is already in the top part of the release). It paints a picture in your mind of kids doing something.

4. The "hook" is the city's record breaking crime rate, and the problems of drugs and violence. This event ties into a hot issue.

5. Background information on both the speaker and organization is given. A quote helps to personalize the story.

Points to Observe in Sample "Recommended" News Release

THE URBANY CENTER FOR CITIZEN EDUCATION IN THE LAW

555 Main Street Anytown, Urbany (101) 555-4321

WHAT: Citywide Youth Leadership Conference

WHEN: November 1, 1990, 9:00 a.m. to 3:00 p.m.

WHERE: Shiloh Family Life Center
1510 Ninth Street
Anytown, Urbany

WHO: Urbany Center for Citizen Education in the Law

INFO: For more information, contact Judy Zimmer at 555-4321

ANYTOWN TEENS DEVELOP PLAN TO CURB THE RISING VIOLENCE

"My brother was shot and killed when he refused to hand over his lunch money. He was 11."

"I've been jumped, beaten, and robbed five times so far. It's always the same guys. The guys who do drugs."

"You can see them dealing (drugs) right up the street from the school. Once during math, we heard gunshots. We found out one of the guys, a 15-year-old, was killed because he tried to keep some of the money he made from dealing."

One by one, over 20 teens stood up to tell how their lives have been touched by the drugs and violence that are plaguing Anytown.

Sample "After-the-Event" News Release

In a year marked by a record number of teenagers slain in drug-related homicides, the experiences of these young people underscored the pervasiveness of the violence that is sweeping the city. But for those students who volunteered to "testify," and for the 50 others who listened, the time for talking had ended. They were ready to do something about the crime.

Over 70 9th- graders came from junior high schools across Anytown to attend the Citywide Youth Leadership Conference at Shiloh Family Life Center. The conference was sponsored by the Urbany Center for Citizen Education in the Law, a non-profit law-related education organization that promotes legal literacy among young people.

Conference organizer Judy Parker said, "This conference gives young people the chance to learn the skills to become leaders. It gives them the power to say 'no' to drugs. It gives them the confidence to turn their backs on the violence."

For one youth, it meant the difference between life and death. "This is the second conference I've been to," said 14-year-old Tracy Wells. Before ... I thought if I didn't do what my friends were doing, they'd drop me. Now I have better things to do ... and I know I'm going to make it."

The students were divided into teams to attend a series of

workshops on mediation, leadership skills, peer counseling, and community service. They took part in a number of role-plays where they learned how to talk their way out of confrontations and criminal activity.

The teams designed action plans for their schools for reducing violence and vandalism at their schools. They also worked with civic leaders on similar plans for their communities. After they leave the conference, the students will begin implementing their ideas, and after three months, they will report back to the Urbany Center with an evaluation of their progress. After that, the students say they will go to City Hall to unveil their proposals. Said 16-year-old Dawn Wright, "The city council needs all the help it can get. And I think we're just the people to help them."

END

Sample "After-the-Event" News Release

THE ROLE OF PICTURES

A picture is worth a thousand words, but a bad picture is worth nothing at all. One piece of equipment that is essential for public relations is a 35 mm camera. Photographs are invaluable to any organization trying to get its message to the public. Pictures should be taken at every special event that you have. And photos of your on-going programs should also be taken periodically. Nothing tells the story of LRE better than a candid picture of kids in a classroom working intently on a project with a police officer, judge, or lawyer.

How do you use these pictures?

- Sometimes, newspapers will use them. Check with all of the local newspapers in your area to see what their policy and guidelines are.
- Keep them for use in your own publications - newsletters, annual reports, brochures, etc.
- Prepare a scrapbook that includes pictures, clippings, TV reports, radio scripts, etc. This scrapbook can eventually be made into an effective PR publication.

HOT TIPS !

- Always use black and white photographs. Newspapers generally won't take color pictures. All pictures should have high contrast rather than shades of gray.

- Don't write on the back of the photograph. Attach the caption to the border of the picture, identifying everyone in the photo from left to right.

- Take pictures that convey action or a candid view.

- Take pictures so that they fill as small a space as possible. An editor may not have room for a large picture, but if the small one is good it can always be enlarged.

- Take the photograph in a way that allows it to be used in full or cropped.

- When mailing the photo with the news release, put it in a manila envelope with cardboard to prevent bending. The image side should be pointed toward the back of the envelope to prevent damage by the post office stamp. Label the envelope: "Photographs — Do Not Bend."

- Have everyone appearing in the picture sign a release to the effect: "Permission to use my name and photograph for publicity purposes is hereby given."

WARNING:

Once the event is over, you can't go back and re-shoot. Therefore, if you can find the money in your budget, hire a professional photographer! The photographer can be paid on a per-print basis, on a time plus-expenses basis, or a combination of both. Hire the photographer for quality, not economy. These pictures can be used to tell your story as effectively as anything else you might produce. Go for the best!

NOTABLE QUOTES

"LRE works to educate our young people about our Constitution, our legal system, and the values upon which democracy is founded ... South Carolina's program has proven to be quite effective in helping our young people become productive and law abiding members of society."

Senator Strom Thurmond
R-South Carolina

"If we are serious about helping our young people become productive citizens and avoid the tragedy of drugs, youth gangs and juvenile delinquency, the LRE Program is the type of program we should applaud. I am especially proud of the outstanding program conducted by the Arizona Center for Law Related Education ... I think it is safe to say that this kind of youth education is the type of education that will help our youth to understand both the legal process and the people who make that process work."

Senator Dennis DeConcini
D-Arizona

"... in my own State of Hawaii, I am gratified to see the law-related education program at work helping to provide the leadership, training and education necessary to help our youngsters become productive and law-abiding citizens."

Senator Daniel Inouye
D-Hawaii

"I thought this stuff was going to be really boring, now I think our legal system is the best in the world. It's not perfect, I know that ... but basically I'm not cynical, I trust it. I feel I have more power. I know how to stay out of trouble. I know what my rights are."

Richard O'Connor, age 15
Chicago

"The difference with LRE is you are talking about proactive law enforcement probably in a way that is far beyond what we've ever considered in all the years of law enforcement. We're talking about changing people's attitudes and based on those changes these students won't enter any criminal activity."

Sgt. Dan Goyette
Great Falls, Montana Police Dept.

"On another front, we should find ways of reducing criminality, not only to reduce criminal dockets, but more important, to reduce the damage done to human lives by illegal acts. In this regard, a recent study found that delinquency is cut significantly when law-related education courses are properly taught in schools."

Warren E. Burger
Former Chief Justice
U.S. Supreme Court

"This program turns kids away from crime and makes them productive citizens. Can anyone put a price tag on that?"

Becky Mace
Dept. of Youth Services
South Carolina

"Tom had a 100% turnaround in his attitude towards the police and even authority ... Even his attitude toward violence has changed. I like that, considering how much violence young people are exposed to these days. He has the attitude now of 'Hey, I'd better do this right because that's part of who we are as a community; we're a team.' There's a real community awareness forming in him now."

Marianne Debasse, Parent
Great Falls, Montana

"I feel that I have been prepared to live and protect myself in this community. I hate to think about what would have happened to me and my family if I had not studied these lessons. I am now aware of my responsibilities as a citizen and most of all I understand the rights citizens have in this country and how to protect these rights."

Ana Aleman, 8th grade
Nicaraguan immigrant
Miami, Florida